

Public Affairs Communicator

The Journal for Navy public affairs professionals

FEB/MAR 99

ADMIRAL'S CORNER

Dear Team PAO,

I hope this letter finds everyone in good health and having a very successful year. I cannot help but be excited about the performance of our community. We are definitely in the spotlight, and Navy leadership recognizes and appreciates our efforts on a daily basis. Thank you for your superb performance.

In January, I met with junior public affairs officers in the Washington area for an informal gathering. Most of the questions the junior officers asked were related to the PAO career path and how to be better prepared for future assignments. I believe I provided useful information to them and have asked our detailers to address their questions during their visits to CHINFO headquarters and other office calls, in upcoming issues of the PA Communicator and in PERSPECTIVE magazine so the community as a whole can benefit from the information.

During the last week in January, Captain Van Dyke and I had the opportunity to attend the annual DoD Worldwide Public Affairs Conference. It is clear, from the remarks of Secretary of Defense Cohen and other guest speakers from government, industry and the media, that the role of public

• *Admiral, continued on page 2*

In Zone with the Detailers

by CDR Curry Graham, PAO Detailer and
LCDR John Wallach, Assistant Detailer

Selection Board Service

Service on a Navy selection board is one of the most important jobs an officer can do for his or her community. Not only do board members and recorders help shape the future of the Navy, service on a board is also a tremendous learning experience.

Board members — those who participate in the actual voting — are charged with the crucial tasks of briefing other voting members on the public affairs community mission, the career path of a PAO and the records of the officers under consideration for promotion. They also vote on individual records.

While the work of a board recorder is largely administrative in nature, such duty provides a wealth of experience and insight into the workings of the selection board process. Recorders work closely with the board members to ensure completeness and accuracy of records and perform a wide variety of administrative duties.

All PAOs should take advantage of the opportunity to serve on a selection board, for the good of their community and for their own professional development. Interested officers are encouraged to contact the detailers to discuss opportunities.

• *Detailers, continued on page 11*

In This Issue

A New Twist on the Namesake Tie	3
Naval Media Center's Look into the Future	5
Joint Public Affairs Duty	7
Tricare: Friend or Foe?	8
Sending Athletes to Sea Via VTC	10
FHTNC Casualty List Can Save Your Command Embarrassment	12
PA Tips/Notes	12

• *Admiral, continued from page 1*

affairs within the Department of Defense is becoming more and more important.

Secretary Cohen and ASD(PA) Ken Bacon outlined our vital role in educating the public about the need for additional base realignment and closure actions; increased funding for recruiting, retention and compensation for our service members and other defense priorities; and our outstanding successes in contingency operations such as Operation Desert Fox and disaster relief efforts in Central America. Secretary Cohen commented that most Americans don't know how good their military really is, and "reconnecting" the military with America has become one of his top priorities for 1999.

There are many other challenges ahead. New forms of "asymmetric" warfare and the continuing threats of terrorism have resulted in demands for greater control over release of information to the public. During the conference Mr. Bacon made an appeal to all of us for help in solving the dilemma of protecting operational security in this new era while increasing our efforts to promote public understanding and support for our military. Mr. Bacon stated, "OASD(PA) is unable to solve this problem alone." He went on to say that solutions would require a team effort, starting from the bottom up. We need your ideas on how we can maintain operational surprise and security of our operations while telling the military story.

Mr. Bacon also announced his intention to add a new Navy public affairs flag officer to his staff as his deputy in order to raise the military profile in his office. In announcing his decision to pick a Navy public affairs officer for the first of what is intended to be a rotation between services, Mr. Bacon praised the Navy public affairs community and expressed a great deal of respect for our world-wide service reputation. The special flag selection board to pick this individual was held on January 27th, and the results will be announced in the near future.

Additionally, we are working on an exciting new approach to the Public Affairs "Playbook," which should also be beneficial for the entire PA community. It is called the ChartRoom — a web site designed to assist the Navy public affairs team in gathering the latest Navy PA guidance, speeches, themes and messages. This site will identify our communication themes and provide resources to assist PA professionals to execute their mission. ChartRoom will offer

tremendous flexibility and the opportunity to provide timely and relevant information that can be easily updated. A future Team PAO e-mail will announce the opening of ChartRoom and provide everyone in the Navy to access the site. Chartroom has already been "Beta-tested" by several of you in the Fleet and field — and received rave reviews. I trust you, too, will find the site useful, and I look forward to your feedback. I am very excited about it and when you see it, I think you will share my enthusiasm.

Many of you let us know that you appreciated the resurrection of the .PDF desktop version of the Public Affairs Communicator. We welcomed your response and will continue to create the reader-friendly, laid-out version. However, we've discovered that many members of Team PA are on LAN systems that will not support the receipt of such a large file and they were unable to obtain the last issue. Therefore, instead of sending the .PDF version of the Communicator out with this mailing, we are going to let you retrieve it on the Internet. The .PDF file of this issue (as well as back issues) can be accessed through the Naval Media Center Website: <<http://www.mediacen.navy.mil>> I encourage you print a copy to post or route through your command.

We have many issues to address as we approach the new millennium. Currently, the CHINFO staff is formulating our mission, focus and plans for the 21st Century. We will solicit inputs from many of you as our plan matures. We hope to have this vision completed soon and will ensure you have it to help structure your own PA plans.

Additionally, I encourage all of you to be leading the charge in informing your various internal and external publics about your command's Y2K and Anthrax planning and implementation programs. Know what is going on and keep your audiences informed. We have and will continue to release Y2K and Anthrax public affairs guidance messages that will assist you in putting out timely information.

On 18 February I will be visiting the Norfolk area PAOs and I am also planning visits to other public affairs shops in the future. My intention is to travel to each of our major concentration areas to see how you operate, find out what you need, and see, first hand, our PA teams in action. If you have ideas or suggestions for specific visits to your area, please contact my aide, Lieutenant Scott Allen.

RADM Tom Jurkowsky,
CHINFO

A New Twist in the Namesake Tie

by LT Dave Blackwood and LT Liz McConnell, NAVINFO Southwest Public Affairs Team

A recent visit by USS DALLAS Sailors to the city of Dallas showed the public affairs potential of a visit by Sailors to their landlocked namesake. This year's Fiesta Bowl provided another venue to "make money" on a namesake tie.



A football game? Yes, a football game, especially a game featuring two teams who just happened to have a namesake sub in what many consider to be the biggest venue in college sports this year – the bowl championship series title game.

Sailors and officers from USS FLORIDA and USS TENNESSEE hoped to represent their ship and the Navy by going to the Fiesta Bowl. Their idea was to send six crewmembers each, including the respective Commanding Officers, Executive Officers, and Sailors of the Year. A good idea with great potential, but close coordination was required before the idea could be executed.

Financial support from type commanders played a part in the number of Sailors allowed to travel. Crewmembers took the initiative in securing travel and lodging arrangements, as well as obtaining tickets for the game. They also took the initiative to establish preliminary contact with their respective namesake universities. A word of caution: keep in touch with your JAG team to ensure compliance with guidelines pertaining to solicitation of funds and receipt of gifts.

The Navy League in Phoenix was an invaluable contact for creating a productive itinerary. Navy League members were instrumental in gaining access to several exclusive pre-game events, allowing a prominent Navy presence among a very influential group of attendees.

After the legal "t's" were crossed, "i's" dotted, and proper permissions were granted, the XO's

from both subs asked for help in making the most out of what they thought could be a productive public affairs event.

In contrast to the USS DALLAS visit to Dallas, this effort had to be coordinated entirely via phone and fax. Local Navy representation was crucial. If you or someone from your office cannot be on site, potential resources include journalists and staff at Navy Recruiting Districts, Reserve Office of Information Detachments, Naval Reserve Centers, or NROTC units. Considering the local Navy awareness potential benefits to recruiting, recruiters are the obvious first option. In this case, NRD Phoenix was willing to help in anyway they could, from setting up several school visits to taking care of transportation requirements for COMREL and media events.

Once we knew the visits by both submarine crews were being financially supported and that the crewmembers would attend the game, we aggressively marketed the Navy namesake connection. Media appearances, pep rallies, booster receptions and parades were all on our list of possibilities. A few lessons learned:

- **Plan early.** This opportunity was complicated by the leave and travel associated with the holidays. Therefore, getting support in the various regions was understandably sluggish at times. It is easier to develop a more thoughtful, pro-active public affairs approach and realize the full potential of the visit when you plan early.

- **There are several "local" media markets.** Tempe, AZ media were very receptive, but media markets from Knoxville, TN and Tallahassee, FL – home of the Volunteers and Seminoles respectively – were also very



• *Twist, continued on page 4*

interested. The USS FLORIDA took it one step further, working to get coverage in all of FSU's publications from their newspapers to their year-book to their next football media guide. And don't forget the homeports of the submarines themselves. Nothing bolsters retention like showing off to the rest of the waterfront that your Sailors go a good deal while helping out the Navy. In turn, that motivates other ships to think creatively on how they can generate positive awareness.

- **Try the national media.** There are many hours of pre-game shows that need to be filled. Navy presence is just one aspect of a story with many different story angles. Work as well in advance with the producers as possible to convey this idea. Although our success was limited to local markets, take a shot with the national networks. They may not always say "yes," but the potential payoff is tremendous.

- **Have b-roll and good stills of the ship or submarine in action available.** Other considerations include getting a handful of public service advertising (PSAs) packages from Navy Recruiting Command. With sufficient planning time, Navy recruiting command can not only provide print,

radio and broadcast PSAs, but can even localize them! It will add power to your pitch when trying to gain media exposure.

The Navy namesake bowl experience wasn't finished when the game was over. Obtaining media product was crucial to determining the value of the visit. Clips and videotapes were collected. At the request of both units, we provided crewmembers with an advertising equivalent for the media exposure the crewmembers had gained.

Though numbers can be molded to prove any point, we conservatively estimated that every dollar the Navy invested in this trip reaped eight dollars in media exposure - not bad for a few days of public affairs work.

Figures even more challenging to quantify are the recruiting impact in the Phoenix area and the retention impact onboard FLORIDA and TENNESSEE. Crewmembers traveled to a town not accustomed to hosting the Navy and were embraced by people who appreciated the sacrifices that they were making on behalf of their country. It is hard to put a dollar value on that type of impact.

CHINFO Merit Awards are Here

You should have received OPNAVNOTE 5305 on the CHINFO Merit Awards (CMAs) which will give instructions for the 1998 CHINFO Merit Awards. These awards recognize the outstanding achievements in internal media products by Navy commands and individuals accomplished between January 1 and December 31 of 1998. This year's deadline for submissions is **February 12, 1999.**

Military personnel and civilian employees are eligible to submit entries.

Everyone—every command eligible—is strongly encouraged to participate. As a member of Team Public Affairs, you should take pride in the outstanding work that you do. This is an opportunity to have your best material judged against that of your peers.

First place winners in the CHINFO Merit Awards, except those in Navy-unique categories, will be forwarded to compete in the interservice competition, the Thomas Jefferson Awards, sponsored by the DOD.

If you have any questions on the CMAs, please contact J.D. Leipold at the Naval Media Center at 202-433-3776, DSN 288-3776 or email: <leipold@mediacen.navy.mil>

The Naval Media Center's Look to the Future

by Richard Blome, Executive Producer of Navy Live, Naval Media Center

On June 1st, 1980, at precisely 6 p.m. Eastern Daylight Time, a technician in Atlanta executed a director's command to fade up from a black screen to a picture of a local television executive talking about the future of how news and information would be delivered to the world. Twenty-one thousand miles above the earth a new communications satellite, Westar One, relayed the pictures and sound to cable television outlets across the United States.

And the rest, as they say, is history. Or as we at CNN put it, news, 24-hours a day until the end of the world. There wasn't a very big audience in those early days. But, the executives of the other major networks were watching. At first they scoffed at the idea that there was enough information to fill a 24-hour news channel. But then, they quickly discovered what Ted Turner had already figured out. The viewing public was hungry for real-time information, *right now*.

Cable News Network tapped into a vast appetite for up-to-the-minute news and along the way changed our expectations of how information is delivered. Indeed, "CNN at Sea" is the catch phrase for Direct To Sailor (DTS), a project using a new generation of satellites to broadcast news, entertainment, and hopefully soon, training to Navy ships at sea. The system also expands that capability and transmits and receives data, digital images, and electronically published materials such as "Navy News Service" and *All Hands Magazine*.

Live television programming is the fastest growing segment of the corporate and government television production business. In 1994 the automobile industry spent more than 200-million dollars on satellite systems and programming. This year, General Motors plans more than 700 hours of programming to its 15-thousand downlink sites, which includes dealers and suppliers around the world. Walmart built a large and thriving business in a relatively brief time by putting dishes on store rooftops and emphasizing the role of "just-in-time" information. K-mart quickly followed suit and now uplinks 25 to 30 hours of programming a month to more than 22-hundred sites across North America.

Programming content includes information on new products, corporate policy updates, and programs that promote team building and improve employee relations. "Via Satellite" magazine has called the development of business and government networks the most significant high-tech trend of this decade likening its impact to the development of the personal computer in the 1980's.

An executive at Federal Express agrees, saying the company's network is a "very timely, very impactful medium for getting critical messages and just basic communications out to an employee workforce of about one-hundred-fourteen thousand."

Following the lead of over 200 major corporations that operate their own satellite business television networks, many of our Navy clients are no longer content to mail out videotapes on important issues. For instance, to promote reforms in the acquisition process, the then Assistant Secretary of the Navy John Douglass asked Navy Live, the Naval Media Center's new live television production team, to broadcast his comments

• *Future, continued on page 6*



Secretary of the Navy Richard Danzig hosted a 90-minute broadcast on LIFELines System of Care enabling him to reach a large Navy audience — live — without leaving Washington D.C.

• *Future, continued from page 5*

along with those of other key Navy leaders to purchasing officials gathered at hundreds of downlink sites across the country. Live programs aired in both the Spring of 1997 and 1998 as part of a Navy-wide standdown of acquisition officials and was in addition to videotapes being prepared by the Naval Media Center.

A more recent example of this occurred just days ago when Secretary of the Navy Richard Danzig hosted a live, 90-minute broadcast Jan. 27 to inaugurate the LIFELines System of Care. The program was broadcast from the Acquisition Center of Excellence, at the Washington (DC) Navy Yard and aired on 28 community cable systems serving Navy-concentration areas including: Norfolk; Jacksonville/Mayport, Fla.; Newport, R.I.; Pensacola, Fla.; metropolitan San Diego; Bremerton, Wash.; Pearl Harbor, Hawaii; suburban Washington, D.C.; and the Pentagon.

Live programs are also very economical when compared to the costs of transporting employees from around the country to attend meetings and conferences in person. In this case, the SECNAV was able to reach a large Navy audience — live — without leaving Washington D.C.

Across the government landscape are networks such as the Defense Telecommunications Commercial Network, spearheaded by the Army and Air Force and operated by AT&T. The network connects hundreds of sites with either T-3 phone lines or compressed digital satellite service. There's also the Government Educational Training Network, or G-E-T-N linking more than 500 military and civilian government offices via Telstar 401. In the near future Navy Live will transmit programs to these networks for our customers, and it can access downlinks at the Naval War College, the Naval Postgraduate School, and numerous Navy Research and Development laboratories.

Transmitting television programs by satellite and fiber optics offers the ultimate in flexibility. For three consecutive years the Navy Live Team assembled its own network of cable television companies serving more than a million households in large Navy communities. Leaders of the band reported many favorable comments from people who saw these broadcasts. For another project, Navy Live arranged for installation of temporary satellite dishes in Reston and Philadelphia to receive the live program it produced for a Department of Defense client. It's not enough to produce the pro-

gram; Navy Live specializes in delivering the audience.

Delivering the audience is technically challenging when that audience is aboard ships at sea. The Broadcasting Department of the Naval Media Center developed a system in the early 1990's to transmit the Super Bowl to several ships by using compressed video transmitted by commercial Inmarsat satellites. It was an important first step. Today, some Sailors at sea receive the latest news, sports, weather and entertainment, live by satellite over the Direct to Sailor Network, (DTS). As technology develops, live video and audio may be a regular feature of the Navy's home page as well as other Navy-related computer web sites.

Clearly, technology has put many more tools in the hands of today's Navy communicators. The challenge to get "more bounce" for the Navy's internal and external messages is energized by the growing opportunities to use many different methods to communicate our messages. With so many different opportunities available, we must be as entrepreneurial as Ted Turner to reach our intended audiences. Instead of issuing a conventional press release you might also consider a satellite media tour or perhaps an online chat on the Internet. The technology is available today to provide enormous freedom and opportunity for the innovative communicator. It's an opportunity that should be explored fully by all of us.

[EDITOR'S NOTE: *Before joining the Naval Media Center Television Department, Richard Blome was a correspondent with Cable News Network*]

DOD Short Course Still has Openings for FY99

There are still openings in FY99 classes of the Department of Defense Joint "Short Course" in Communication held at the University of Oklahoma. Class 99-C, March 15 to May 7, 1999, and class 99-D, May 31 to July 23, 1999, have slots available. Please contact JOCM Robert Lewis (703) 697-4806 for more information.

The deadlines for applications to CHINFO are Jan. 29 for 99-C and 29 Mar. for the 99-D class.



Joint Public Affairs Duty

by LT Edie Rosenthal, U.S. Special Operations Command Public Affairs

Wearing the "cammie" uniform was just the first step to becoming integrated into a joint team. Like any new job, there were acronyms to learn, office codes to decode, and a whole new command culture to decipher.

"It's not easy being green," Kermit the frog once said. But in my case, "It's not easy *wearing* green." In order to be part of the "purple" joint team, the first step is to wear green.

When I first reported for joint duty at the U. S.

Special Operations Command, I was issued a uniform chit and told to go get my very own "tree suit." What a treat. If you've never worn the green camouflage uniform, they come in small, medium or large with adjustable "pull tabs" for the waist. I felt like I was a new recruit learning how to wear my uniform when I didn't know how to properly roll the sleeves. And I'm not even going to talk about tucking the pant legs into the combat boots!

Wearing the "cammie" uniform was just the first step to becoming integrated into a joint team. Like any new job, there were acronyms to learn, office codes to decode, and a whole new command culture to decipher. Being part of a joint public affairs team is definitely different. Now don't take that the wrong way! It all depends on how you look at it — as a glass half-full or a glass half-empty.

The same premise can be applied to joint duty. On one hand joint duty is a place of great challenge and reward for the public affairs specialist. Conversely, you can feel a little frustration and isolated if you let yourself.

Your experience with a joint assignment depends heavily on how well your Public Affairs team operates and if you're a glass half-empty or half-full type of person. Therein lies the key to a successful joint tour.

Although the other public affairs specialists in my office are from the Army and Air Force, it's really not much different than working at an all-Navy PA shop. Our goal is the same as any other PA office — to get the messages out for the Commander (even if the

Commander is a General). And we do this together as a team.

Actually, having PAOs from the different services, bringing in their own special experiences and lessons learned, actually enhances the quality of the products we provide. CAPT Mike Todd, Public Affairs Officer at U.S. Central Command agrees.

"I am really impressed with the CENTCOM public affairs staff," said Todd. "This is a unified-CINC warfighting environment, and my experience here has been that the other services send only their best."

Joint PAO duty often means being the sole Navy PAO at a command. But that doesn't mean you have to feel isolated. Communication with other PAOs remains crucial.

"Not unlike a Navy-only area, public affairs requires a lot of coordination, but in this case I keep in touch not only with Navy Public Affairs, but also Air Force and Army Public Affairs on almost a daily basis," said Todd.

In this day and age of electronic information, it is easy to keep in touch with Public Affairs personnel of any service, military or civilian, via email and the Internet.

One of the best aspects of working in the joint environment is the opportunity to gain experience and flexibility.

"We shouldn't look at possible solutions to public affairs challenges in a way that predetermines that if we in the Navy didn't invent it, then it's not any good," explained Todd.

Having an open mind, willingness to learn, and trust in your fellow teammates is the key to a successful tour. Of course, once you start to enjoy wearing cammies, before you know it, it will be time to go back to wearing those Navy khakis.

TRICARE: Friend or foe?

By LT Rick Haupt, PAO, TRICARE Southern California (Region Nine)

The answer is friend, of course. What else would you expect from a TRICARE public affairs officer? But as a shipmate and colleague, I answer "friend" seriously.

Healthcare public relations specialists have been greatly challenged by their rapidly changing industry in recent years. Similarly, Tricare has been challenged by public opinion as it implemented managed care support contracts across the country from the Pacific Northwest in 1995 to the Mid-Atlantic and Northeast regions in 1998. Make no mistake, Tricare is managed care, a term commonly tied to health maintenance organizations. HMOs have taken a number of spears in the recent heated national debate over healthcare reform, and many relate HMOs to cost-cutting and decreasing quality of healthcare.

But what's not often heard in the press is that managed care has won over the healthcare marketplace. Employers, those who pay for the majority of healthcare in the United States, have found managed care organizations successful in not only containing healthcare costs, but decreasing work absences through the improved health of their employees. Similarly, surveys show the majority of patients in managed care organizations to be satisfied with their healthcare. Experts who've studied the healthcare industry – the largest service industry in the United States – credit managed care with slowing the rapid acceleration of healthcare costs in recent years. So, we're challenged to get the word out on the successes of managed care, in my case, TRICARE.

Lobbyists and PR folks are working hard for the interests of the old system and they're darn good at their business. It's amazing how a few anecdotes with focused PR can taint an industry.

Like managed care in the civilian world, TRICARE has made significant headway in improving access to quality care while containing costs for military leadership and service members alike. Just as it has aggressively instituted other changes, the Department of Defense completed the implementation of TRICARE managed care support contracts in the

radically short timeframe of three years. Compare that with the decades that the civilian healthcare marketplace has taken to evolve into one dominated by managed care and it becomes clear how a few hiccups during implementation could occur.

We've all seen the bad press, heard the complaints and perhaps experienced first-hand the pitfalls of hour-plus telephone waits for appointments, claims problems and civilian physicians dropping out of contracted networks. But these and many other issues with TRICARE have already been or are in the process of being addressed and fixed.

The first in a series of studies on the effects of the TRICARE program was completed and released in 1998 by the Center for Naval Analysis and the Institute for Defense Analyses. The results of the study showed statistically significant improvements in terms of access, quality and cost – the major parameters by which healthcare plans are compared – while comparing military healthcare under the military's "old" system of military hospitals and CHAMPUS, to the new system, TRICARE, which effectively combined the two while implementing a managed care approach.

It's easy for anyone, PAOs included, to jump on the bandwagon of negativity during a time of change. But understanding the source of the negativity toward managed care will, hopefully, preclude our acceptance of what we read in the press and what we hear on the street. More importantly, we need to understand that TRICARE is indeed attaining the goals our leadership defined for it.

As PAOs, we support our leadership, our opinion leaders, and are tasked with communicating their messages. The success of TRICARE equates to military readiness and quality of life. As corporate America called for change in health care decades ago, our leadership called for it too, only more recently and under a much tighter timeline. We need to keep this factor in mind and support TRICARE in making it what we want it to be – the best care available to keep our troops fighting and our families and retirees healthy.

• *Tricare, continued on page 9*

Communicating TRICARE — a team effort

TRICARE communication efforts are closely coordinated between the government and its managed care support contractors, incorporating both public affairs and marketing functions.

In Southern California, the public affairs function proactively focuses most of its energy and resources toward the over 7700 military hospital and clinic staff throughout the region. In the role of providing patient care, this internal staff is both highly credible and best positioned to communicate key TRICARE messages through day-to-day contact with the external audience of over 630,000 eligible beneficiaries.

Communication tools include:

News at Nine — quarterly internal magazine geared toward the military hospital staff, it is also distributed to other key corporate organizations including support contract, congressional delegation, other Tricare regions, service Surgeons General, TRICARE Management Activity and DOD (Health Affairs) staff and retiree organizations.

Being Well — quarterly external newsletter geared toward the beneficiary population, includes health tips and program information.

Local Base Newspapers Stories — covers the core of the external audience, including the active-duty, retiree and family member populations near military installations. Includes TRICARE news and plan information.

World Wide Web Pages — both government and contractor web pages are linked for customer convenience, catering to both internal and external audiences. Includes nearly all public affairs and marketing information distributed in print format.

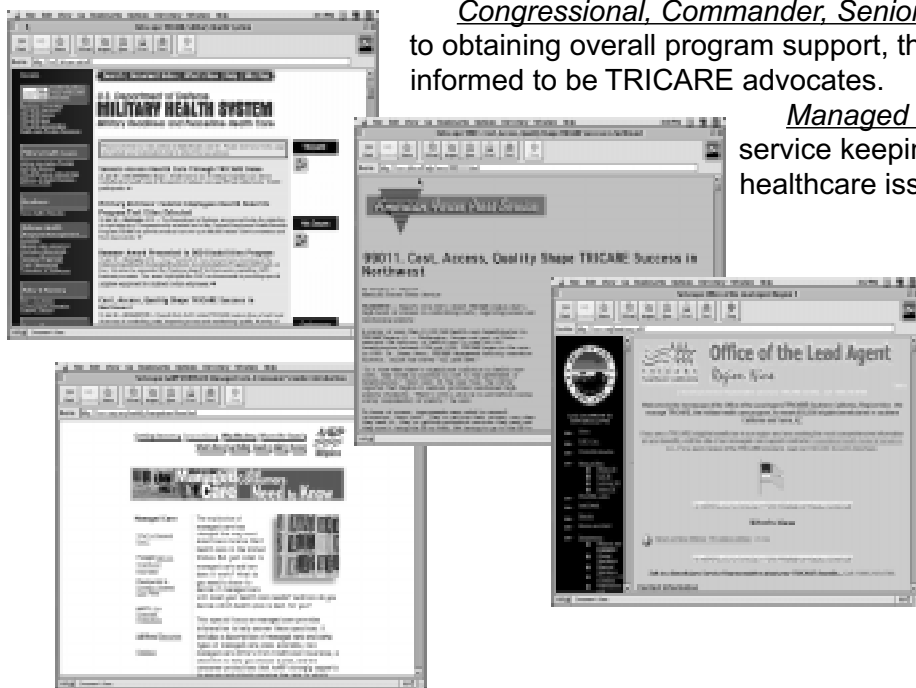
General Marketing Efforts — beneficiary and provider education through briefings, pamphlets, brochures, TRICARE Call Center and walk-in TRICARE Service Centers. Beneficiary briefings focus on command, housing area and retiree organizations.

Media Opportunities — opportunities exist for highlighting unique TRICARE programs with local and trade media. Examples include the region's Pediatric Asthma Tele-Case Management Project, Breast Care Initiative, Telemedicine Program and TRICARE Senior Prime Medicare subvention demonstration.

Town Hall Meetings — typically covering high-impact community issues such as BRAC actions affecting local retirees' access to health care.

Congressional, Commander, Senior Enlisted, Ombudsman Visits — crucial to obtaining overall program support, these key opinion leaders must be kept informed to be TRICARE advocates.

Managed Care in the News — an email clipping service keeping the region's leadership apprised on healthcare issues and public opinion toward managed care.



If you want to learn more about TRICARE and managed care, visit the following websites:

<www.tricare.osd.mil>
<www.dtic.mil/afps/news/9901111.html>
<www.reg9.med.navy.mil>
<www.aarp.org/monthly/managedcare/home.html>

Sending Athletes to Sea Via VTC

by YN1 Maurine Henry, NAVINFO Southwest

Many more will say "no" than "yes," but it only takes a "yes" from a few people to produce a top-notch event.



FOX broadcaster Pat Summerall talks football with Texas crewmembers of USS Enterprise via VTC. U.S. Navy photo by NAVINFO Southwest.

For deployed Sailors, the holiday season can be the toughest stretch of a deployment, as it is a time when most people are home with families and friends. This past holiday season the public affairs teams at CINCLANTFLT, NAVINFO Southwest and USS ENTERPRISE got together to bring a little holiday cheer to deployed Big E sports fans.

Several weeks before the holidays, the NAVINFO Southwest team developed a list of Dallas-based celebrities and athletes who Sailors would enjoy meeting via videoteleconference. Connectivity checks were made to ensure a link could be established between Dallas and CINCLANTFLT's VTC center, which would serve as the hub between the celebrities and the ship.

How do you find celebrities within your area?

Sports teams were an obvious target audience. December 15th, a Tuesday, was selected as the date for our VTC because Tuesdays are an off-day for the Dallas Cowboys. The NBA strike also helped our cause, and we contacted agents for Dallas Mavericks players and other NBA stars living in the area during the off-season.

Our celebrity wish list included singers, comedians, professional athletes (including retirees), sports announcers, and actors. Over forty letters were faxed to teams and agents. In the end, FOX Sports broadcaster Pat Summerall, Dallas Mavericks players Shawn Bradley and Erick Strickland, and New Jersey Nets star Chris Gatling accepted our invitation. Family members of ENTERPRISE Sailors participating in the VTC who lived in the Dallas area were also invited. Our lesson:

Don't be discouraged when dealing with athletes and celebrities. Many more will say "no" than "yes," but it only takes a "yes" from a few people to produce a top-notch event.

The star power, family involvement, and timing in relation to the holiday made this a very marketable media event. As importantly, *Navy/Marine Corps News* and Navy News Service was notified of the event so that every Sailor in the Fleet could see a story on the event and know that celebrities appreciated the sacrifices they were making. Sports desks of local newspapers were targeted, and FOX Sports was contacted because of Pat Summerall's participation. B-roll of ENTERPRISE was provided to all electronic media. Two television stations and both newspapers covered the event, with the FOX affiliate promising to provide footage to FOX NFL Sunday.

Leave no stone unturned, and remember the small stuff. Recruiters from NRD Dallas volunteered to escort celebrities and media from the parking lot to the VTC site. A "green room" was set up for the families and celebrities to relax before the event, and

•Athletes, continued on page 11

• *Athletes, continued from page 10*

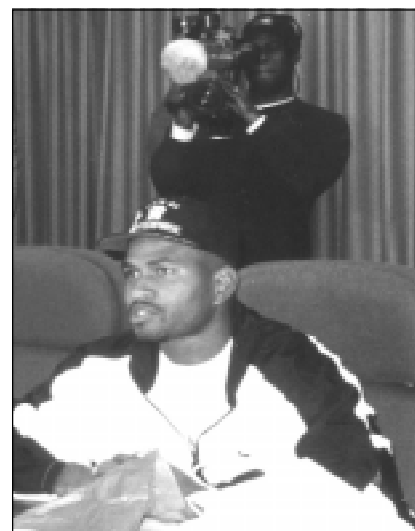
ballcaps were presented as Christmas presents to the celebrities as long-distance gifts from the Fleet.

After the event was over, thank you notes, and video and newspaper clips were sent to the celebrities. Just one day after the event, those same Sailors who were laughing and joking with celebrities were launching airstrikes against Iraq in Operation Desert Fox.

The days following the event were also the time to aggressively market the event to the producers of FOX NFL Sunday. The result

was a twenty-second segment on FOX NFL Sunday and a thirty-second segment during the Cowboys-Eagles game, broadcast by Pat Summerall and John Madden.

Think BIG, and remember the little details. When introduced to the Navy, professional athletes and celebrities are blown away by the power, dedication and sacrifice of our Sailors. Bringing Sailors together with celebrities and athletes is a winner for everyone. Sure, you'll hear "No" a few times, but the investment reaps a tremendous benefit.



Erick Strickland of the Dallas Mavericks talks with Sailors on USS Enterprise via VTC while Dallas media cover the story. Photo by NAVINFO Southwest.

Still Looking for a Few Good Journalists

The Journalist (JO) rating is open for non-designated Sailors without the requirement to attend DINFOS. Non-designated Sailors can request permission to take the JO3 exam via message from the Enlisted Community Manager (ECM). To qualify they need a combined VE + AR from the ASVAB test of 110 or higher. Candidates must also be U.S. citizens and eligible for security clearances.

This is a good opportunity for PAOs and JOs in the fleet to identify hard charging Sailors and help them realize their dreams of becoming journalists. Currently the JO rating is manned at 86.6 percent and experiencing the same recruiting and retention challenges as the rest of the Navy.

For more information, contact JOCM Robert Lewis (703) 697-4806 or CDR Bonnie Johnston (703) 614-6863.

• *Detailers, continued from page 1*

The following is a list of upcoming boards and the corresponding requirement for members and recorders:

Board Title	Convening Date	Board Length	165X Member Requirements	165X Recorder Requirements
Trans/Redesig	19 April 99	2 weeks	two CDR/LCDR (one must be female)	None
CDR Line Reserve	19 April 99	2 weeks	one CAPT	None
LCDR Line Active	20 April 99	3 weeks	three CAPT	one LCDR-ENS (not in zone if LT)
LCDR Line Reserve	14 June 99	2 weeks	one CAPT	one CDR-ENS
LT Line Active	28 June 99	5 days	three CAPT/CDR (one must be female)	one LT-ENS (not in zone if LTJG)
LT Line Reserve	9 Aug 99	5 days	one CDR	None
LCDR/LDO Continuation	27 Sep 99	5 days	one CDR	None

Laws of Writing

As PAOs, editors and journalists, we're skilled at and enjoy the art of using the written word to convey messages or paint a picture. We also should enjoy some healthy humor now and then. Here are some laws of writing they didn't teach us at DINFOs.

1. Contractions aren't necessary and shouldn't be used.
2. Foreign words and phrases are not apropos.
3. Do not be redundant; do not use more words than necessary; it's highly superfluous.
4. One should NEVER generalize.
5. Comparisons are as bad as cliches.
6. Don't use no double negatives.
7. Eschew ampersands & abbreviations, etc.
8. One-word sentences? Eliminate.
9. Analogies in writing are like feathers on a snake.
10. The passive voice is to be ignored.

MOVES

February

CDR "T" McCreary will be leaving
BUPERS and transferring to
CINCPAC

March

LCDR Denise Shorey will be
leaving CHINFO and transferring to
USS ABRAHAM LINCOLN

QUOTABLES

"Sir, one dollar, all things being equal, I'd put it in the pocket of my Sailors."

- ADM Jay L. Johnson to Rep. Jim Gibbons (Nev.) when asked what he would do with just one dollar. ADM Johnson and the rest of the Joint Chiefs of Staff testified before the House Armed Services Committee Jan. 20.

FHTNC Casualty List Can Save Your Command Embarrassment by LCDR Dave Lee, FHTNC

The Fleet Home Town News Center (FHTNC) receives personnel casualty messages, which identify Sailors and Marines who have recently died. FHTNC uses this message to identify if any releases have been made on the affected individuals. If necessary, the Center can then call the media and ask them not to run the releases.

The FHTNC periodically distributes a list of casualties to various PAOs, so they also can check on recent releases. If you are at a large command PAO shop that receives input from many and varied collateral duty PAOs you may want to subscribe to this service. If you would find this useful and want to get on this e-mail distribution, call Ms. Betty Bashara at (757) 444-2221 or e-mail your request to: <bashara@force.cnsl.spear.navy.mil >

Check us out on-line! The PA Communicator is available on-line at the Naval Media Center's website along with other internal media products such as ALL HANDS, Navy/Marine Corps News, Navy News Service, Navy Wire Service, and Captain's Call Kit. The web address is <www.mediacen.navy.mil>.

Public Affairs Communicator relies on input from Navy Public Affairs Professionals like you. Submissions should be brief, to the point and designed to help readers work smarter, not harder.

Deadline for the Apr/May issue of PA Communicator is March. 13, 1999.

Email your items to Naval Media Center Publishing Division at <dunn@mediacen.navy.mil> or call the Editor, LT Paula Dunn at DSN 288-4381 or commercial (202) 433-4381.

Secretary of the Navy
The Honorable Richard Danzig
Chief of Naval Operations
ADM Jay Johnson
Chief of Information
RADM Tom Jurkowsky
Commanding Officer, NMC
CAPT E. H. Lundquist
Still Media Department
LCDR John Kirby
Editor
LT Paula Dunn
Layout and Design
DMI Rhea Mac Kenzie